- - - - - - - - - - -

From: McMahon, Kathy
Sent: November 18, 1998 12:12 PM
To: Conrad, Nancy W.
Cc: Czarnecki, Joe R.; Strobel, Kathleen A.
Subject: RE: Noche de Baile

Nancy,
18% of the consumers who called 1-800-MARLBORO in October used the IVR and hung up.
So, the LaMilla average of 14% is in line with our English speaking callers.
Kathy

PS - we like them to use the IVR to get the information they need. We don't consider it a negative if they listen and hang up.

2071046666A